

EDITORIAL

This issue covers eleventh articles concerned with economics and business in Asian countries. In detail, the first article is *dynamic organizational learning strategy and firm survival: An empirical study of instant foods and convenience foods business in Thailand*. The authors investigate the impacts of dynamic learning strategy and firm survival on firm survival through the mediating influence of organizational for maintaining the competitive advantage in a long term. Article two, *Long-term price linkages of the top ten RMFS and LTFS with the set index: A case of unidirectional granger causality relationship*. This paper examines the response of top 10 Retirement Mutual Funds (RMFs) and Long-term Equity Funds (LTFs) ranked by Morningstar Thailand during the period from January 2011 to May 2014. These finding will support the investors in order to make the decision on which funds to invest that best serve their preferences. In Article three, *Application of importance-performance analysis model in evaluation service quality of diving tour operator in Nha Trang(Vietnam)*. The authors study to improve service quality for dive tour operators in Nha Trang (Vietnam). In addition, the objectives were set to understand the divers' opinion on dimensions of service quality of diving experiences in Nha Trang. In Article four, *Attitudes toward foreign copyright game shows on free TV channel of program viewers in the Bangkok Metropolis zone*. There are two objectives of this research. First, to study the attitudes towards foreign copyright game shows on free TV channel of program viewers in the Bangkok Metropolis Zone. Second, to compare the attitudes towards foreign copyright game shows on free TV channel of the program viewers in the Bangkok Metropolis zone under personal factors categorization. In Article five, *A study of factors affecting job's satisfaction of employees in accounting firms in Bangkok*. The research shows factors related to the job satisfaction accounting firms in Bangkok. It also includes the major factors such as job stress, organization commitment, job autonomy, organizational conflict, quality of work life, remuneration and supervision. In Article six, *Strategic entrepreneurial capability and service success: an empirical investigation of spa business in Thailand*. The services are an influence to the majority of the economic foundation and growth potential. Many countries, many firms and academic researchers also focus on the services. The objective of this study is to investigate the relationship among the strategic entrepreneurial capability's dimension and, its consequences. In Article seven, *Perception in tourism & hospitality: a meta-analysis*. In this study, the researcher measures by 45 studies in the hospitality and tourism literature. The researcher identifies that perception was use in vernacular, not academic sense. Tourism and hospitality researchers are careful in their use of

perception to maintain an integrity. In Article eight, *the perception of the Lao securities exchange within the Lao community*. The author focuses on the Lao securities exchange among the Lao community. Moreover, this research attempts to be relevant the government incentives in terms of promoting stock purchasing and determine the perception of the LSX by Lao people. Article nine, *factors affecting employee retention: a case study of plastic optical lens factory in Ladkrabang industrial estate*. There are two objectives in this study. First, to study the level of employee retention. Second, to investigate the effect between various factors affecting employee retention in plastic optical lens manufacturing. Article ten, *human resource management affecting job satisfaction of operative employee: a case study of automotive parts manufacturing company*. The objectives of this research. There are two main objectives. First, to study the job satisfaction of operative employees in automotive parts manufacturing company. Second, to understand the human resource management affecting the job satisfaction of operative employees in automotive parts manufacturing company. In the last article, *managerial professionalism strategy, and firm success: empirical investigation hotel business in Thailand*. The aims of this research investigates the relationship between managerial professionalism strategy and firm success. The finding of this research can help managers in planning, designing, and setting the operational to create competitive advantage, sustainability, and organization's successful.

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